



# The New Face of Sports Nutrition

by Peter Leighton

Sports Nutrition used to be a category represented by body builders and fitness freaks. Then came the gym rat and extreme warrior. One thing we have been sure of is the dedication of those who are desperate to make changes in their life. Many companies have been able to enter the market by targeting this dedicated audience.



Yet the real growth and profitability in the sports nutrition category comes from the Active Nutrition segment. This is where Gatorade and Power Bar fueled their growth. It's also where Quest and Kind are powering theirs. Consumers interests are changing and the category is reflecting this shift.



Consumer Adoption:	
Sports drinks	59%
Nutrition bars	53%
Meal replacement drinks	39%
Protein drinks	31%



The category is attracting new entrants utilizing Direct Response, MLM and alternative channels. And they are growing like wildfire. But what does the new face of sports nutrition look like?





# The trend is towards mainstreaming



The hardcore sports nutrition segment is only about \$500 million, and these consumers tend not to be brand loyal, often price shopping online. But the vast majority of category users are coming from active consumers, driving growth +11% to \$24 billion. The active nutrition market includes 96 million exercise walkers, 66 million joggers, 56 million exercise equipment users and 36 million club members.

58% of Americans used a sports nutrition product in 2012, and these users tend to have a household income over \$100K.



Active nutrition users are casual athletes, gym members, aging boomers, recreational sportspeople and concerned moms. Considering that there are 31 million children in organized sports programs, this is a high growth segment: 75% of 6-11 year olds and 71% of teens use sports drinks, and bar sales are near \$3 billion.



Nutrition bars combine energy-boosting benefits with the satiety benefits of protein, and consumers are responding; they choose them to curb hunger (58%), boost protein consumption (31%) and give themselves an energy boost (32%).

Today's growth brands are designed and marketed to address the health and nutrition goals of the emerging Active Nutrition consumer. Performance is taking on a broader context, a health halo delivering targeted nutrition in a food-based solution. This is "functional Food"... Convenient. Tasty. "Real".

## “Hardcore” → “Active”



### What Consumers Believe Can Improve Their Health

-  Eat plenty of frozen fruit & vegetables
-  Increase consumption of protein
-  Reduce amount of alcohol consumed
-  Control the amount of meat eaten
-  Reduce salt / sodium intake
-  Reduce consumption of processed food
-  Increase the amount of fibre consumed
-  Reduce consumption of saturated fat
-  Control number of calories consumed
-  Reduce amount of sugar consumed
-  Eat plenty of fresh fruit and vegetables
-  Exercise regularly



## Insightful

enterprises are looking for more

## thoughtful

solutions.

Looking at the market in a different way.

Creating

## meaningful

connections with consumers.



# What kind of company are you?



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